

NOWSIGNAGE 

SECTORS //

Fitness

Retail

Corporate

Education

Industrial

Hospitality

Stadia & Events

Healthcare

Places of Worship

Transport

Franchises

DOOH



Digital Signage for Fitness

Gyms and sports clubs use NowSignage to keep customers informed about class timetables, events and announcements. Members of a club like to feel, well, like members of a club! Keeping those members well-informed and engaged ensures that gyms and sports clubs maintain a feeling of community and ensures return custom and continued membership. Features such as our best-in-class social media integrations, local traffic and weather updates all help contribute to adding that sense of belonging and wellbeing. The CMS is designed for multi-screen management, therefore, managing a large network of thousands of screens is no more difficult than managing a handful of screens.



Receptions & Entrances

Keep staff and visitors well informed in your reception areas and near your entrances with our multi-zone layouts which can display a variety of dynamic content such as, IPTV streams, social media feeds, local weather, local traffic and any other number of free to use applications. With NowSignage, it's easy to create a truly eye-catching digital signage experience to help continually engage and inform your audience.



Live Classes

Several gyms use our simple YouTube and live streaming features to broadcast group classes or even one-to-one sessions to an individual screen or group of screens across their network. Users can either upload a video MP4 file as part of a predefined schedule, or you can broadcast a live YouTube channel. The choice is yours.

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Health & Safety

NowSignage has a number of free-to-use applications to help maintain the wellbeing and safety of staff and gym members. Our real-time announcement functionality lets you send instant messages direct to your digital signage screens. While our Dispenser Management application monitors digital hand sanitiser usage level and sends automated refill alerts when dispensers are running low.



Advertising & Promotions

The correlation between on-premise advertising and increased sales is well proven and made seamless using NowSignage. When displaying paid advertisements it's important to be able to track when your media played and how many times, as such users can activate our free Proof-of-Play functionality to demonstrate ROI with real-time reporting.

Capacity Management

An award-winning integration with a people counting sensor that allows customers to display footfall dashboards alongside other content. Suitable for single or multi entrances, people counting technology can be used to monitor and maintain social distancing, ensuring adherence to laws and regulations. This data can also be used to provide data-driven insight and monitor trends.



Localised Targetted Advertising

Users are able to display content that is local and specific to a specific audience in a specific location. For example send local content to your North West gyms but not the ones in the South West. In addition to local campaigns through static ads and videos, NowSignage's social media tools and custom integrations can be used to engage daily and directly with your audiences.

Our features provide users with the ultimate out-of-the-box digital signage solution

Unlike other providers on the market, NowSignage provides the very best features to all users at no extra cost. We take feedback from our users every single month on what features they would like to see in our platform and, as such, we are rolling out new features all the time, but your price will remain the same! So, whether you are using our world-first Microsoft Power BI integration, our best-in-class social media feeds or our IPTV features we will never charge you any more than your standard license fee.

01 // Image & Video

02 // Social Media

03 // RSS News

04 // IPTV

05 // Multi-Zone

06 // Scheduling

07 // YouTube

08 // Webpages

09 // Announcements

10 // Google Traffic

11 // Microsoft Power BI

12 // Roles & Permissions

13 // Hardware Management

14 // Proof of Play

15 // Video Wall

16 // Screen Synchronisation

17 // Capacity Management

18 // Dispenser Management

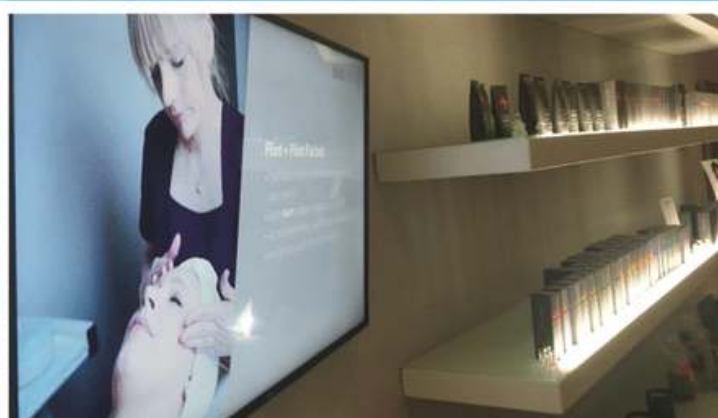
19 // Weather

20 // Google Suite



"The most advanced, secure & cost effective CMS on the market"

James Mellor of Coca-Cola Enterprises



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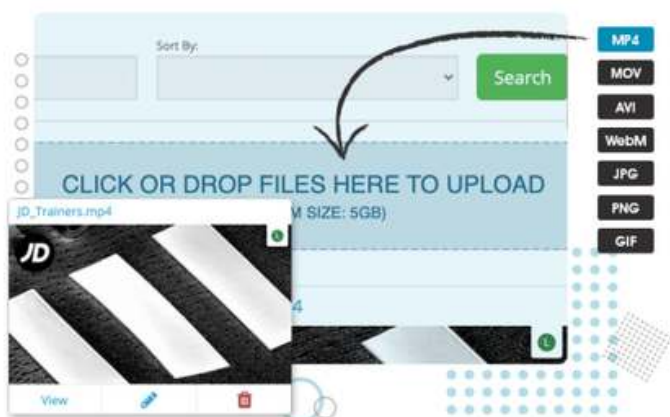
1. Most affordable

True SaaS, all users, are granted access to the exact same features and functionality at no extra cost. Our aim is to develop and maintain the best CMS on the market.



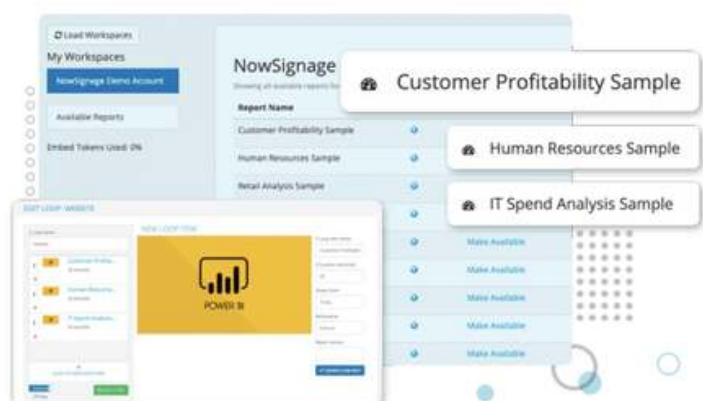
3. Easy to use

Possibly the easiest to use CMS anywhere in the world today, which means that any end-user can be fully trained and competent on NowSignage within just 30 minutes.



5. Custom integrations

Industry leaders in achieving award-winning direct integrations with 3rd party softwares. When we develop an integration, we do it properly with a full API integration.



2. Secure & reliable

We pride ourselves on maintaining the correct and latest security processes across all aspects of our platform, holding security and compliance in the highest regard.



4. Hardware agnostic

Hardware-agnostic through a single codebase, you can therefore rest assured that whatever hardware, media player or SoC, NowSignage will just work.



6. Superior support

Uncompromising when it comes to support, we provide unlimited access to pre & post sales support, plus free automatic upgrades as we release improvements.



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Case Study:

Gym TV screens used to display the latest safety rules and promotional offers to its members



Lifestyle Fitness, a family run business, is the UK leader in premium affordable fitness clubs and leisure centres with over 25 gyms nationwide. For over 30 years they have stayed true to their mission, which is to provide their customers access to gyms which are affordable yet high quality with highly-trained staff and the very best gym equipment.

With their company mission in mind, it's apparent why NowSignage was chosen as their CMS of choice when they decided to roll out digital signage throughout their fitness centres. NowSignage is not only affordable but also feature rich and developed using the very best industry-leading technologies.

Our cloud-based digital signage solution has allowed them to easily communicate their key marketing messages throughout their gyms, including:

- **Displaying live customer comments & videos via social media**
- **Raising awareness of monthly promotions, offers & deals**
- **Upselling services by promoting personal training sessions**
- **Educating their customers with exercise & dietary tips**
- **Informing gym-goers of the latest health & safety advice**

When using NowSignage, you can quickly update and manage your portfolio of digital signage screens in a matter of seconds, regardless of whether you are managing one gym or a nationwide chain of gyms, it's just as quick and easy!

NowSignage is a multifaceted platform which can be effectively utilised across gyms for a variety of reasons such as keeping visitors well-informed and engaged at reception screens with dynamic multi-zone content. You can even use digital signage to host live gym classes by broadcasting them directly to your screens using our YouTube Live feature!

To find out more about how digital signage can be effectively implemented across your gyms, please contact NowSignage on sales@nowsignage.com

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